



## Call for Entries

# Target Zero Awards

## Achievements in Traffic Safety

The Washington Traffic Safety Commission's biennial traffic safety awards program mirrors *Washington's Strategic Highway Safety Plan: Target Zero*. Based on the latest data, the *Target Zero* plan was updated in 2010 with an anticipated release date near the end of April 2010.

The Commission seeks entries from anywhere in Washington for activities occurring or completed during the 2009-2010 calendar years. The awards are not limited to behavioral change efforts but celebrate achievements in all efforts that contribute to reducing traffic fatalities and serious injuries on all public roads.

We recommend you turn to *Target Zero* for assistance in developing your entry submissions. *Target Zero* can be accessed on the Washington Traffic Safety Commission's website at: [www.wtsc.wa.gov](http://www.wtsc.wa.gov)

### Dates

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Entries must be received by  
12 noon on Thursday,  
June 3, 2010

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Winners will be honored at  
a luncheon ceremony.  
Wednesday, September 22, 2010  
Worthington Conference Center  
Saint Martin's University  
Lacey, WA

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### Categories

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The award categories match the objectives in Priority One and Priority Two levels of the 2010 Target Zero:

- Impaired Driving
- Speeding-Involved Crashes
- Run-Off-Road Crashes
- Young Drivers
- Unrestrained Occupants
- Distracted Driving
- Intersection Crashes
- Traffic Data Systems

### Judging

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Judging criteria comprise the use of proven strategies, best practices or innovative strategies with a strong evaluation component. Judges may include traffic engineers, law enforcement professionals, the judiciary, traffic records experts and emergency medical professionals.

### Eligibility

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Any business, not-for-profit or government organization in Washington, or any individual or group within such an organization, is eligible to submit an entry. WTSC employees are not eligible to receive awards.

## Entry Submissions

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Entries may be submitted by the achieving person or group or by a nominating person on behalf of an individual or group.

All entries must be delivered to the Washington Traffic Safety Commission by U.S. Mail or courier by 12 noon on Thursday, June 3, 2010.

Each entry must be entered in only one category. On the outside of the envelope/package, note the name of the category.

## Delivering or sending submissions

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### U.S. Mail:

Traffic Safety Awards  
Washington Traffic Safety Commission  
P.O. Box 40944  
Olympia, WA 98504-0944

### Couriers, shippers or in-person:

Traffic Safety Awards  
Washington Traffic Safety Commission  
621 8th Ave SE • Suite 409  
Olympia, WA 98501

## Entry Content

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Each entry comprises a document that answers the questions below ("Entry Form") and supporting materials. Place the entry form in front of other materials. The nature of supporting materials may vary significantly, but might include CAD drawings, photos, news clippings, letters of commendation, affidavits, marketing communications materials or database queries/reports. Clearly label all materials with the entry name.

If any entry individual or group wants supporting materials returned, an appropriately-sized, self-addressed envelope/package must be included in the submission.

## Entry Form

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Answer the following questions in the order presented. The entry form is the heart of an entry, so answer the questions thoroughly, yet concisely.

- 1) Category (e.g., Distracted Driving, Intersection Crashes)
- 2) Entry name (e.g., project/program title, individual/group name)
- 3) Contact information for person submitting entry, including name, email address, phone, and mail address
- 4) Identify the project, program or effort. This is the executive summary of the entry that describes
  - a) the situation or problem
  - b) actions taken
  - c) the result
- 5) Specify the proven strategies, best practices or innovative strategies with a strong evaluation component used

## Questions

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If you have questions, contact Mark Medalen at [mmedalen@wtsc.wa.gov](mailto:mmedalen@wtsc.wa.gov) or 360.725.9878. Email is preferred.

